

The present invention relates to tufted goods comprising a greige good having fibers tufted into a primary backing, a precoat which is adhered to the back surface of the greige good, and a flexible film which is laminated to the back surface of the precoat. The flexible film is treated via corona-discharge prior to being laminated to the precoat. This invention also relates to a process for producing tufted goods. This process comprises treating a flexible film via corona-discharge, contacting the treated flexible film with the uncured or partially cured back surface of a precoated greige good, and curing the article. Optional embodiments of this invention include having a foam layer between the precoat and the flexible film, or having a foam layer on the back surface of the flexible film. An alternate embodiment of this invention comprises substituting a foam layer for the precoat.